

BEVERLY EAVES PERDUE
GOVERNOR



STATE OF NORTH CAROLINA
OFFICE OF THE GOVERNOR
20301 MAIL SERVICE CENTER • RALEIGH, NC 27699-0301

May 20, 2010
Contact: Tim Crowley
Office: (919) 733-5612

Online Retailer to Add 228 Jobs in Davidson County

State Grant Helps Vitacost.com Expand in Lexington

RALEIGH – Gov. Bev Perdue announced today that Vitacost.com Inc., a leading online retailer and direct marketer of health and wellness products, will expand in Davidson County. The company plans to invest \$6.7 million and create 228 jobs over the next three years. The project was made possible in part by a \$450,000 grant from the One North Carolina Fund.

“Competition for jobs is fierce around the country and around the world,” Gov. Perdue said. “So it is particularly rewarding when a company recognizes our exceptional business climate and tremendous workforce by continuing to invest and grow in our state.”

Vitacost.com, headquartered in Boca Raton, Fla., currently operates a call center and a manufacturing and distribution facility in Lexington. In addition to selling brand name items such as New Chapter, Atkins, Twinlab and Kashi, the company makes and sells its own products including Nutraceutical Sciences Institute (NSI), Cosmeceutical Sciences Institute (CSI), Smart Basics and Best of All. The expansion of the facility in the Lexington Business Park will allow Vitacost to increase its manufacturing and distribution capabilities to meet growing demand.

-MORE-